

COMPONENTS OF A SUICIDE PREVENTION AWARENESS CAMPAIGN

TRAINING

Conduct training that provides information about suicide risk and protective factors, warning signs, strategies to intervene, safety planning, means safety, and available resources.

Idea: Host a gatekeeper training program for the community at your organization.

AWARENESS

Spread awareness about the issue of suicide, the importance of mental wellness, and available mental health supports through events and campaigns. These events can help destigmatize suicide and mental health.

Idea: Organize a community awareness walk/run or organize a health fair.

NEW INITIATIVES

Use suicide prevention month as an opportunity to develop and implement a new initiative, such as creating connections among employees in the workplace or implementing a means safety campaign.

Idea: Hold a contest for a suicide prevention public service announcement (PSA).

MEDIA

Share information about mental health promotion, mental health resources, and facts about suicide through media outlets. Be sure to consult the Action Alliance's guidelines for media reporting on suicide before posting. <https://bit.ly/317BqkH>

Idea: Launch a social media campaign and create a unique hashtag for other social media users to join in.

PLANNING STEPS FOR SUICIDE PREVENTION MONTH

1) SELECT A DATA-DRIVEN STRATEGY

- 1) What strategies will have the most impact?
- 2) What population(s) should be focused on?
- 3) What are the desired outcomes?

2) PLAN THE INITIATIVE

- 1) What is the overall goal for the initiative?
- 2) Who are potential partners and stakeholders?
- 3) What is the timeline for the initiative?
- 4) Who is the target population?
- 5) What resources are needed (i.e. funds, space, etc.)?

3) CONDUCT OUTREACH AND INVOLVEMENT

- 1) Are people with lived experience involved in the planning process?
- 2) Has pilot tests or a focus group been conducted with the population to be served?
- 3) Has everyone involved had a voice?

4) PUT SAFEGUARDS IN PLACE

- 1) What plans are in place to address content that may be triggering?
- 2) Have safe messaging guidelines been adhered to?
- 3) Should mental health professionals be available on site for participants/attendees?

5) MEASURE THE SUCCESS

- 1) What data would be useful to capture from this event?
- 2) What was learned through this initiative? What went well? What didn't?
- 3) How will the data be collected?

6) CREATE A FOLLOW-UP PLAN

- 1) Is there a mechanism in place to contact participants or attendees after September?
- 2) What are next steps?



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